

133219 441. (New) An apparatus for providing product or service information to one or more users while each user is playing a game on a communications network, comprising:

means for playing, with each user, a corresponding instance of the game, wherein the
5 corresponding instance includes a plurality of user plays transmitted on the communications network;

means for determining one or more presentations to present to each user during a playing
of the corresponding instance of the game, wherein between some two of the user plays by the
user there is one of said one or more presentations presented to the user, wherein said
10 presentations are transmitted to the user via the communications network, and wherein said
presentations are for relating information about one or more purchasable products or services, or
for receiving information from the user about purchasable products or services;

means for receiving data transmitted by the communications network by at least one of the
users, wherein said data transmitted by the at least one user is related to one or more responses by
15 the user to at least one of said presentations presented to the user; and

means for selecting a second of said presentations for transmitting to the at least one user,
wherein said means for selecting uses said data for determining said second presentation.

REMARKS:

The new claims hereinabove are a renumbered copy of the canceled claims. The present amendment was requested by the Examiner in order for the present application to proceed to publication. Accordingly, the present amendment does not require any substantial additional work on the part of the Office, and the new claims provided herein require no additional search or

examination. Further, the newly provided claims were not presented earlier, in that the Examiner requested the present amendment in a telephone conversation on January 18, 2000. Accordingly, it is respectfully requested that the present amendment be entered, and the application, including the new claims hereinabove be reconsidered.

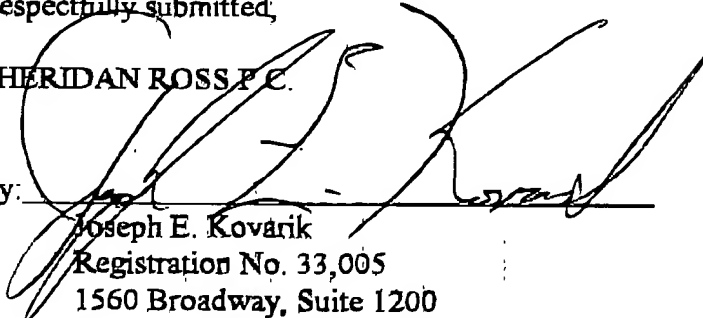
Note that Claim 66 in the initial filing of the present application on June 26, 1998 has two references to the Claim 65. Accordingly, in the reordered version of this Claim (now Claim 320), both the references to Claim 65 have been changes to -- Claim 319 --.

A Petition requesting entry of the present amendment has been filed according to 37 C.F.R. § 1.312(b). Also, the Petition requests that the fee according to 37 C.F.R. § 1.17(i) be debited from Deposit Account 19-1970. Accordingly, it is believed that no additional fees are due with the present amendment. However, if additional fees are due, then please debit Deposit Account 19-1970.

Respectfully submitted,

SHERIDAN ROSS P.C.

By:


Joseph E. Kovarik
Registration No. 33,005
1560 Broadway, Suite 1200
Denver, Colorado 80202-5141
(303) 863-9700

Date:

1/19/00
J:\3367A-2A\Amendment Under 37 C.F.R. 1.312(b).wpd